

CASE STUDY · MTN

INDUSTRY · Telecommunications



AT A GLANCE

Client

MTN is the second largest mobile operator in South Africa with operations in six African countries and a total of 13.5 million subscribers.

Challenge

To move billing in-house so MTN could have a more flexible invoicing routine and increased functionality, enabling them to provide better customer service.

Solution

StreamServe enabled MTN to use the same system for invoicing and billing statements, and enhanced e-mail and fax functionality.

Results

MTN has realized substantial cost savings for producing customer documents and it is now considerably easier for the company to launch and integrate new products and services.

StreamServe enables multinational telecom to answer the call for a more cost-effective billing solution

MTN is one of three mobile operators in South Africa. It's the second largest operator in terms of subscribers and the largest measured in revenue. The first Global System for mobile communications (GSM) license was granted in 1993 and the company launched its business shortly after that.

Today MTN provides over 13.5 million subscribers with mobile telephony within its GSM networks. South Africa is the largest market with more than eight million subscribers, but MTN also has operations in Nigeria, Rwanda, Swaziland, Cameroon and Uganda.

The company's GSM network in South Africa is one of the largest national networks in the world, covering a geographical area equal to the size of France and Germany.

MTN processes 900,000 invoices every month for its clients, both for regular subscribers and for pre-paid telephony. This includes itemized bills for approximately 565,000 customers. On top of that, MTN processes almost 10,000 e-mails every month, including data from the operations system. The data is taken from one source, the Eppix billing system.

Bringing the process in-house

When MTN decided it needed to move the bill formatting in-house, it looked for a way to make the invoicing routine more flexible, add functionality, and reduce costs. Unlike most other StreamServe users, MTN didn't initially choose it. It inherited StreamServe®.

"About six years ago MTN acquired MTNSP, (a service provider company) that had its bill formatting process outsourced to a bill printing house," said Mr Gary Hau, senior IS billing/customer care manager at MTN South Africa. "The billing system was upgraded to include Streamserve, and then it was mainly used in-house in a the service provider environment. Later we started to look at how we could use StreamServe in a broader way and upgraded to a newer version."

The system that MTN inherited from the acquired company wasn't optimized for a large mobile phone operator. MTN wasn't sure that StreamServe *Telecom*™ was the best choice and looked at a number of

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— Gary Hou, Senior IS
billing/customer care manager
MTN South Africa

solutions. However, after evaluating different systems, MTN found that StreamServe *Telecom* best fulfilled its demand for cost effectiveness, flexibility and ease of integration into its existing IT environment.

“When we started to use StreamServe on a large scale, we found the system served us very well,” aid Mr. Hau. “Before we had the entire bill formatting and ebill activities outsourced, which wasn’t a very flexible solution. Thanks to StreamServe *Telecom*, it’s a whole lot easier to make changes and introduce new products and services.”

Clear benefits and substantial savings

StreamServe is used mainly for billing customers, but it’s also connected to the e-mail and fax system, enabling smooth creation of complex and personalized messages.

“We see clear benefits with StreamServe *Telecom* both for marketing new products and enabling business operations,” said Mr Hau.

MTN has not yet done a full ROI analysis, but is convinced that the StreamServe system has been responsible for considerable cost savings and significant business advantages.

“Although we haven’t calculated exactly how much money we save by using StreamServe *Telecom*, I can safely say that the saving is substantial,” said Mr. Hau. “On top of that, it has given us better control of bill formatting and bill presentment by allowing us to move it in-house.”

MTN has indicated it intends to broaden its use of StreamServe *Telecom* as it grows so it can provide more competitive pricing and enhanced customer service to keep up with the demands of a ferociously competitive multinational telecommunications marketplace.

To find out more

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